

ABSTRACT

Title: Motivation of companies for sponsoring ice hockey in the Czech Republic

Objectives: The main goal of this work is to find out by marketing research what motivates companies in the ice hockey environment to provide their funds to clubs. Then formulate recommendations for club managers to help them achieve greater attractiveness in the eyes of sponsors.

Methods: To obtain the necessary data, the research consisted of both quantitative and qualitative parts. Thus, a combination of two basic methods was used, namely electronic polling and in-depth interview.

The results of the electronic poll describe the examined facts by means of variables (characters) that can be expressed by numbers. Those were created with scaling by the respondents themselves. The results are then processed using statistical methods and arranged in tables and graphs.

To gain data less dependent on the opinions and abilities of the respondents, and to deepen the findings, an in-depth interview was conducted as an interview with the instructions. A development scheme was created to interpret the results.

Results: Research has revealed a relatively broad spectrum of information about sponsorship. The most important thing is that companies run ice hockey sponsorship because of its popularity and its audience attendance. Conversely, in the case of demonstrating doping, corruption or unreliable money handling, they would usually end up cooperating. The main reason for their support of hockey clubs is to raise awareness of the company's name by advertising that clubs provide to companies as a counter-service.

Keywords: marketing research, hockey club, partnership, quid pro quo, advertising